CANADIAN
MOVING PICTURE
DIGEST

Vol. 21, No. 44 TORONTO 2, CANADA March 1st, 1930

SIMPLE ARITHMETIC!

Film Daily has conducted an annual nation-wide vote since 1922 of each year's Ten Best Pictures

METRO-GOLDWYN-MAYER IS UNDISPUTED LEADER OF THE MOTION PICTURE INDUSTRY

M-G-M leads the entire field with the biggest total out of each year's Ten Best Pictures — M-G-M has 18, with nearest competitors 15, 13, 8, 7 and 5.

M-G-M's LEAD WILL BE INCREASED!

Lawrence Tibbett in "The Rogue Song," and Greta Garbo in her first talkie "Anna Christie" are bound to be among the Ten Best Pictures voted on for 1930. M-G-M gets the exhibitor's vote too!

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

WATCH THE GROSSES GROW!

Before—

After—

DATE A HAL ROACH-M-G-M COMEDY ON EVERY PROGRAM *and watch your business build!*

LAUREL-HARDY

OUR GANG

HARRY LANGDON

CHARLIE CHASE

JUST as in features, M-G-M makes the quality short product! Hal-Roach M-G-M comedies are the trade mark of superior entertainment, featuring comedy stars whose names in electric lights are a guarantee of growing grosses!

METRO-GOLDWYN-MAYER

Long on shorts

COLORTONE REVUES

They are produced under the personal supervision of Louis B. Mayer, Irving Thalberg and Harry Rapf and receive the benefit of full feature production values. Each one with star names and entirely Technicolor. The *Class* of all short product and the kind they put into Broadway's $2 show programs. Play one and you'll demand more!

MOVIETONE ACTS

Fewer but better! M-G-M has concentrated on each Movietone Act. Quality rather than quantity! Real headline names from every field of entertainment.

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Twice each week it scoops all others. Stressing particularly the value of *News* in sound!

Will *your* theatre pass the *Voice Test?*

TODAY the public chooses the theatre where every word in a talking picture is clear and distinct—where it feels all the charm of living personalities. Northern Electric equipped theatres have set the standard—are you meeting it?

Northern Electric Systems are regularly inspected. This assures the patrons of the theatre's perfect reproduction at all times.

At convenient points across Canada, ample stocks are carried to meet all emergencies.

RESEARCH PRODUCTS SALES DEPARTMENT,
637 CRAIG STREET WEST, MONTREAL, QUE.

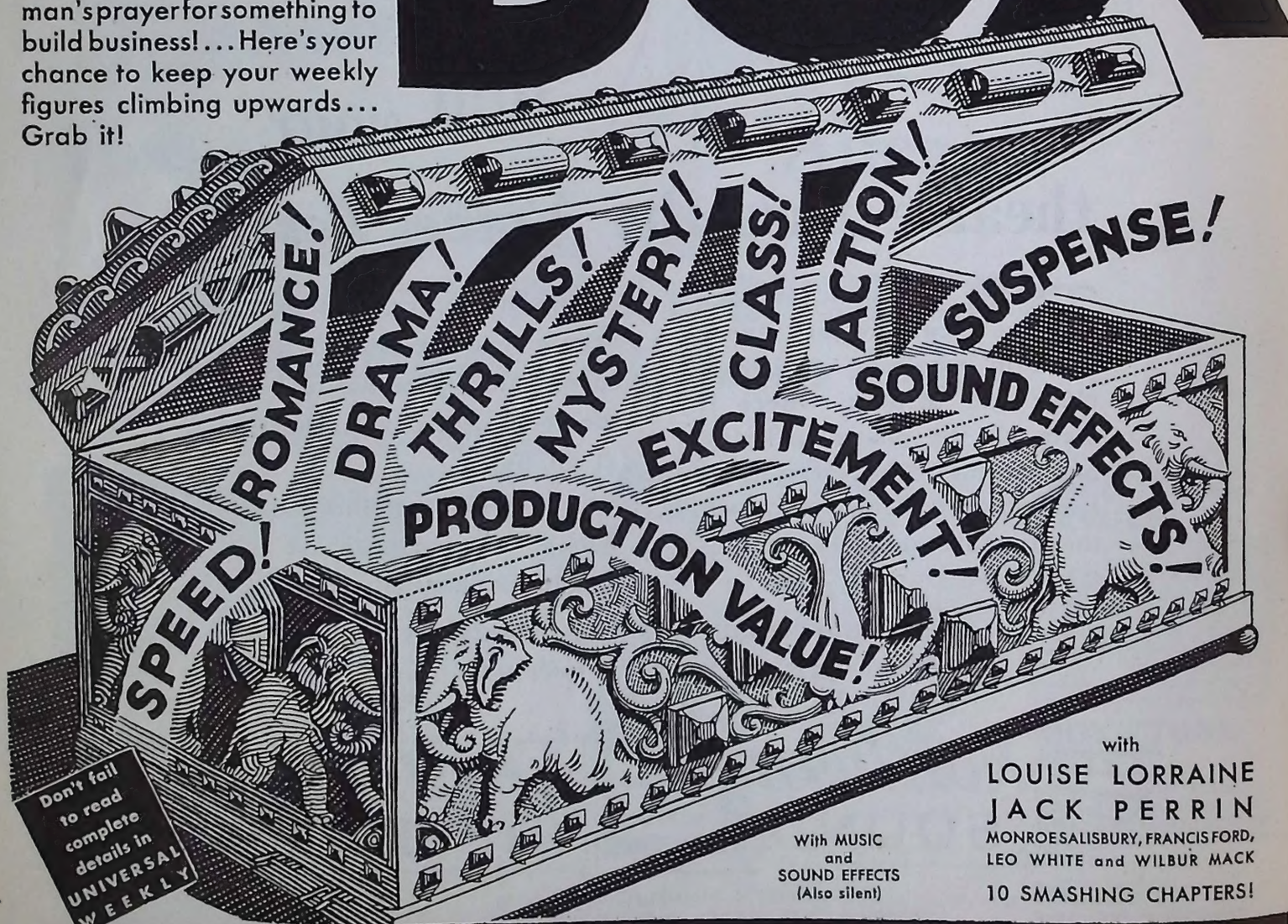
Northern Electric
SOUND The VOICE of ACTION SYSTEM

WESTERN ELECTRIC IN U. S A.

The JADE BOX

The Suprise First-Run Serial Sensation!

FEATURE class . . . feature production value, feature drawing power in every episode...A mighty mystery thriller built for old and young . . . the answer to the showman's prayer for something to build business!...Here's your chance to keep your weekly figures climbing upwards... Grab it!



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with
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JACK PERRIN
MONROE SALISBURY, FRANCIS FORD, LEO WHITE and WILBUR MACK
10 SMASHING CHAPTERS!

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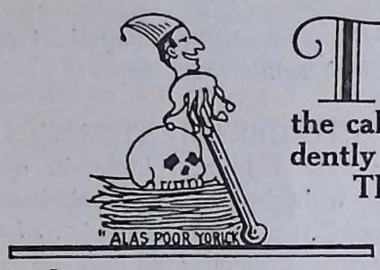
RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto

Vol. 21, No. 44 TORONTO 2, CANADA March 1st, 1930

Showmanship Brains



THERE are many varieties of Brains in life, for instance, there are Calves' Brains, which are mostly utilized by man in a scrambled state. What use the calf makes of its brains before man consumes them, evidently does not save the calf from losing his brains.

Those who have delved scientically into this brainy subject can give you medical data on the convolutions of a brain which tend to make a man in possession of such gray matter, an outstanding personality. The weight of a brain is not significant, in determining ability, although we have grown accustomed to the phrase, "That man's remarks carry weight, he's brainy."

Now this brain wave comes through Station DGT, meaning Digest; and is presented for your mental digestion. Showmanship brains are different to other business brains, although some of our best showmen are capable of entering any industry, or enterprise in which brain power functions.

We are hereby thinking of William Fox, and the showmanship brains he used to build the Fox Enterprises. We are also considering that in a battle with what would be considered Good Brain Power in Financial Enterprise, so far, this Showman's brains have succeeded in winning point after point; and if we are not entirely deluded, when a final show-down does present itself, William Fox will have had the necessary time to have fortified himself to meet those obligations which have given him the battle of his life.

The recent stock collapse revealed that here was a field, presumably under the control of financiers, the heads of vast Industries and Enterprises, of national and international ramifications; and these men evidently did not see, or could not prevent the crash which occurred. A crash which wiped out so many millions faster than one could even comprehend the losses.

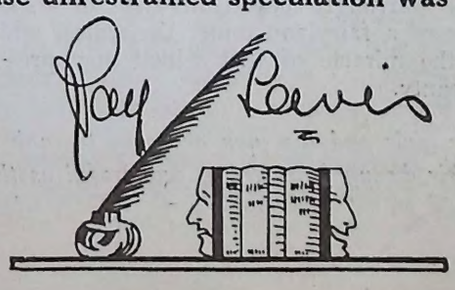
It was reported that Morgan, Guggenheimer, Rockefeller and other financial celebrities received an S. O. S. call and convened before the great "Break," but even these forces and their millions could not bolster up a tottering Financial Prosperity, blown up to such gigantic proportions on mostly, "wind."

"The Forum," of February, states that when Lord Birkenhead visited the U. S., he was told by American business men that they were as much surprised as he was at the "Break." Why were they surprised since the Federal Reserve Board had issued a warning; and according to The Forum, "during the first ten months of last year there was a falling off of twelve percent in building contracts awarded. New building accounts for over eight billion dollars worth of work a year — That drop of twelve percent meant a loss of $1,200,000,000."

"In the month of October, 1929, building contracts awarded in the U. S. were 25 percent less than in October, 1928."

The article stresses that a major slump in building meant a major slump in business generally, and that the situation was brought about through the "starvation credit diet" of the building industry, "because unrestrained speculation was devouring the lending resources of the country."

What we in Show Business are trying to discover is why the Brains which created such an Industrial upheaval, should be considered such superior brains to Showmanship brains; and why we should be so elated about this "steadying and sound" influence coming into Show Business. We'll talk about this again.



RAY PRESENTS

RAY LEWIS

THERE is another Columbia comedy of excellence at the Tivoli Theatre this week, which is as good as the best of the series. "At the Opry" is the title, and Mickey Mouse and the rest of his family, plus eligible inmates of a menagerie, run a show to the great amusement of an animal audience, and us bipeds.

Ub Iwerk is the genius of these grotesquely amusing cartoons. I cannot tell you whether he spells his name to sound "You be - I Work," but if he does, we agree with him, he works and works exceedingly well.

UB IWERK may belong to the country responsible for Esquimaux pie, or that country wherein the natives eat soup and pie for breakfast. On this information I am also in doubt, but what I do know is that he is clever, very, very clever and his Comedy Sound cartoons are a hit on any bill.

It is interesting to watch the expressions on the faces in the audience while these comedies are in progress. The patrons enjoy this nonsense so much that they nudge each other, as each new scene occurs, and frequently call out. "Look at that," "Isn't it a scream?" etc., etc. Some weeks back we presented a Columbia advertisement which stated that there were 27 exhibitors in Canada who had not booked these comedies; for the benefit of the 27, who have sound installation, don't miss these animated sound cartoons by Ub Iwerk, they are something new under the sun, and something "vera-vera good."

RECENTLY the Tivoli presented a Grantland-Rice Sportlight, called "Crystal Champions," made by the Van Beuren Corporation, which L. Ernest Ouimet represents throughout Canada. The scenes presented several comely maidens indulging in Annette Kellerman's under water diving stunts, plus the presence of some male divers also. And some deep water diving which Annette has still to learn. There is a synchronized presentation, with an announcer explaining the dives, and carrying a story. The photography is startlingly beautiful, and the "shots", in truth, vistas of a fairyland under the water, which fascinate for the miracle of that which they present and for their beauty.

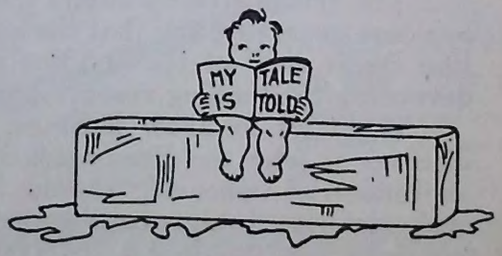
The girls and the men are easy to look at, and their diving feats are as wonderful as they are graceful. A most interesting short subject and one which would grace any bill.

THE PANTAGES THEATRE this week which plays "The Kibitzer," broke its opening day record with close to 15,000 admissions. "The Kibitzer" is a screen adaptation of the drama which made such a Broadway hit last season. Harry Green, Mary Brian and Neil Hamilton are in the cast.

The question of multi-lingual pictures is beginning to disturb our Industry, and ways and means to meet this necessity for the continuance of film trade and commerce, are beginning to receive consideration.

JAYDEE WILLIAMS, who appears to have a showmanship knack of looking to future business, has been talking multi-lingual pictures for the past year, and it is only within the last few months that he has been able to bring about the World Studio Centre Ltd., of London, England. When Adolph Zukor was in Montreal, he gave an interview to the press, in which the subject of multi-lingual pictures was discussed. Mr. Zukor suggested that a stock company might be formed, recruited from Europe, and combining players who were linguists. Mr. Zukor suggested that these players could be utilized by the various companies concerned in the production of multi-lingual pictures, since one company could not support such an organization.

THE SUGGESTION just fringes the Jaydee plan of operation, but since it involves the importation of stars to America, retaining Hollywood as the dominant producing centre, in place of London, England, as suggested by "Jaydee," it appears to have received some support, for several leading producers are getting together with the idea of the linguist stock company in mind.



Observations — The Spotlight — By The Editor

"Let he who observes, observe that he too is being observed in his observations; and therefor let him make his remarks as he observes the subject of them, nor add a tittle, nor a jot to that which passeth between the observer and the observed. So by these rules may all men know the observer is observant."

THE UNITED AMUSEMENT Theatres of Montreal are double featuring Talking Pictures it is reported to capacity business. Chicago houses are doing this "stunt" also. Is it already necessary to give them two talking pictures to get them in? Looks like the old policy returning, when double features were given as a last resort to get business.

* * * *

THE UNITED AMUSEMENT of Montreal, before the advent of Talking Pictures, followed a policy of double feature bills to profit-making advantage, but it looks as if this is too much for the money; and two talking pictures, present a lot of "talk."

* * * *

WHICH reminds us that Universal are not cutting down, it is reported, on their productions of Silent Features.

* * * *

CARL LAEMMLE and the Cochranes, "know their onions." Universal always had a foreign sales business that was the "life of the party;" and since the foreign situation demands "silence," or pictures which talk a language which belongs to the country in which they are distributed, Universal are holding on to their foreign sales, by presenting pictures without complications.

* * * *

"THE JADE BOX" is a Universal Talking Serial, another excellent idea. Your editor passed a theatre in Toronto and thought that there was a riot, so unusual was the crowd. The occasion was the advertising of a Talking Serial, which appeared to have called out all the picture reserves in that section. We have an idea that the manager of that little house put one over, and that this was a serial with improvisations. It did the trick at any rate and no one asked for their money back.

"The Jade Box" which is announced as the surprise "first run serial sensation," looks as if Universal must have thought of that one first. It's a good thought, and in ten "smashing chapters" should provide a succession of "thrilling talkers" which some theatres need badly to draw them in!

* * *

"THE GREAT GABBO," a Sono Art-World Wide release, recently played St. Catharines, for a three days' engagement at the Capitol, and despite the fact that a blizzard did its worst to make people stay at home, "The Great Gabbo," topped receipts over some of the biggest attractions which had played the house.

* * * *

THE NORTHERN ELECTRIC appears to be sweeping Canada in the matter of installations. A recent communication from this company informs us that the Palace Theatre, London, is changing its present sound system, and will shortly install Northern Electric; the Amherst, Montreal, is doing likewise, and the Princess, Montreal, which re-opened on the 19th with Northern Electric installation to crowded houses. In the past few months, twenty-eight other theatres have made similar installations.

* * * *

THE PASSING away of Mr. Fred C. Edmonds, of Lindsay, Ont., closes an interesting page in Canadian Show Business which was kept alive by this veteran showman. The late Mr. Edmonds was in his eightieth year, but still "in harness," taking a keen interest in his theatre, up to the very time of his decease. He owned and managed the Wonderland Theatre since 1907, and was one of the most widely known and popular showmen in Canada. All the old and new exchanges knew "Fred," and he was a familiar figure in the Exchanges in Toronto and Montreal.

* * * *

THE CAPITOL THEATRE, Hamilton, Ont., one of the theatres operated by the Hamilton United Theatres has been taken over by the Famous Players Canadian Corp., who had some finger or two in this pie, but like Jack Horner, will now "stick in their thumb, and pull out a plum," by way of better business, for shareholders and better pictures for Capitol patrons. The shows which have been playing the Tivoli, Hamilton, will now play the Capitol, which has a seating capacity of about 2,300, against the Tivoli's 1,300. Leonard Bishop, another of our most capable of Canadian theatre managers, is to preside over the Capitol, while Robert Nevells will manage the Tivoli. Robert is a brother of Howard, associated with the Pantages, Toronto.

* * * *

INVOLVED in this deal also, is the Pantages, Hamilton, the name of which will be changed to the Palace. This theatre has a seating capacity of about 2,300, also. The manager is George Stroude.

* * * *

ANOTHER H. U. T. house taken over is the Strand, which recently installed Talking Equipment, Northern Electric, and has been playing to "turn away" business. The Strand is a suburban house and managed by Herbert Wilton, formerly Alderman Wilton of Hamilton.

* * * *

THE OPENING policy for the new show at the Capitol, Hamilton, is scheduled for Midnight, March 7th, and Mr. Bishop, being already "on the job," has tied up with the Gyro Club who are helping to give "No, No, Nanette" the opening feature a "Yes Siree" business!

Leonard Bishop is a real fellow, popular with the press and the public in Hamilton, and with the big house to handle, he should be able to "show his stuff."

* * * *

"HELLO SISTER" is a new Sono Art-World Wide, featuring Olive Borden and Lloyd Hughes, which has been purchased for showing in the finest theatres in the U. S.

The Stanley Company of Philadelphia are showing "Hello Sister" at the Mastbaum Theatre, Philadelphia.

Looking Over the Mail!

Dear Miss Lewis:

Mr. Charles Chaplin wishes me to tell you how much he appreciated the beautiful Christmas number of your magazine, which you were good enough to send him.

Please accept his best wishes and thanks for your courtesy.

Sincerely yours,
ALFRED REEVES,
Gen. Mgr., Charles Chaplin Film Corporation.
Hollywood, Calif.

"Thanks, Charles Chaplin, for your appreciation."

* * * *

February 22nd, 1930.

Dear Miss Lewis:

Enclosed please find our cheque for Five Dollars in payment of extension of our subscription to February 1st, 1931.

With very best wishes for a continuation of the success which has been yours, and your valued publication's, believe me,

Yours very truly,
DAN KRENDEL,
Asst. Manager & Treasurer,
Paramount Windsor Theatre, Limited.
Windsor, Ontario.

"Thank you for your co-operation."

* * * *

January 10th, 1930.

Dear Miss Lewis:

Only yesterday I received a copy of your issue of Sept. 28, 1929.

I read with great interest your articles on the struggle for British control of the movie film business within the Empire and wish you every success in your efforts.

Kindly note that "Northern Lights" is now published at Whitehorse, Yukon.

Yours very truly,
HENRY B. METCALF,
Editor, "Northern Lights," Whitehorse, Yukon.

"It is a long way from Toronto, but only goes to prove how much of a traveller The Digest is."

* * * *

February 1st, 1930.

Dear Miss Lewis:

Some time ago I read an intensely interesting sketch of your Christmas number, or supplement, written by my friend Albert E. S. Smythe, now editor of the Hamilton Herald.

I have had it in mind to acquire a copy, if possible, but have just discovered to whom I should apply. On the promise of your office to forward same, I am enclosing what I understand to be the price. I am particularly anxious to have it, as my Bible Class, in discussing "The Theatre in Relation to the Christian Life," were all so interested in such pictures as "Ben Hur," "Ten Commandments," "Noah's Ark" and "King of Kings."

Wishing you every success,
Sincerely yours,
(Mrs.) L. LOUGHEED,
779 Coxwell Ave., Toronto, Ont.

"The Discussion of 'The Theatre in Relation to Christian life' by a bible class is a step in the right direction, namely, a better understanding between the Church and the Theatre."

* * * *

February 20th, 1930.

Dear Miss Lewis:

Certainly appreciate your letter of the 18th, drawing my attention re sale of the Princess Theatre, Toronto, of which I read about in the February 8th issue, hardly possible for me to miss any item, as the "Digest" is one publication which is read from cover to cover.

The writer has always admired your clear cut editorials and reviews and should receive the hearty support of every Exhibitor in the whole Dominion.

Last Christmas number of The Digest was a real gem, and after reading same, I remarked to my better half that I would very much like to have a portrait of Miss Ray Lewis, so I am going to be brave, and make that kindly request right now.

While I have been in the business continuously for 17 and a half years, I am afraid that I have been in it too long to stay out for very long, but we intend to sojourn in California for a few months.

Will advise as to where to forward my copy each week, for the present kindly forward as usual, and can then have it reforwarded by the Post Office Clerk.

With kindest personal regards, I remain,
Yours very sincerely,
SAMUEL R. TYLER,
Managing Director, Lyceum Theatre, Gull Lake,
and Rex Theatre, Tompkins, Sask.

P.S.—Quite possible that we may attend the big "Shrine doings" in June, in which case I hope to have the pleasure of meeting you personally.

"Thanks, Mr. Tyler, for the "bouquet" in reference to The Digest, you shall have the photo, and as we previously stated, come back to Canada, we need our real Showmen."

* * * *

January 15th, 1930.

Dear Miss Lewis:

I have written "The History of Opera in England," to be published in London, next May. It contains references to Donalda, and the famous Canadian singers who have sung at Covent Gardens, and to certain artists who (very wisely) seek relaxation at the "movies" (I go to them three times a week). I have had 44 years experience on the subject. The book (a short one) took

Looking Over the Mail!

44 hours to write, 44 days to revise and polish, and it has brought me £44.

If this information is deemed worthy of a paragraph, a clipping would greatly oblige me.

Would not "44" make a good heading?

I am,

(Captain) GEORGE CECIL,

Paris, France.

"Thanks, Captain Cecil, for your card from Paris. Hope the book is a big seller and has a 44 edition. Stick to 44, it seems to be your lucky number.

* * * *

January 31st, 1930.

Dear Miss Lewis:

Many thanks for sending me a copy of the Christmas Supplement of the Canadian Moving Picture Digest. Quite aside from the interest of its contents, it is a very fine production; and as an example of artistic and beautiful printing, we are putting it away with our print collection.

Yours sincerely,

C. T. CURRELLY,

Director, The Royal Ontario Museum of Archaelogy,
Toronto, Ontario.

"Thank you, Professor Currelly, for your splendid tribute. They say a man is judged by the company he keeps; and perhaps this may be applied to the handiwork of man also.

The Digest is now catalogued in the Art Department of several libraries in the United States, and Canada, and thanks to you, finds its place in the Royal Ontario Museum of Archaeology."

* * * *

February 5th, 1930.

Dear Miss Lewis:

It was mighty nice of you, to answer my letter so promptly, and especially nice of you to send Mother Rita, your Christmas supplement. All at the College, are in love with it, and I am so proud of my copy, it surely is a beautiful book, and one I shall put in my collection.

Cincinnati and Cleveland are broadcasting, each week, our Endorsed List and Radio Talks. Today we broadcasted "The Love Parade" and "The Devil May Care." I enjoy working for better pictures so much.

Again thanking you for your great kindness and with every best wish, I am,

Very sincerely,

GERTRUDE M. SAVAGE,

Motion Picture Dept., International Federation
of Catholic Alumnae, Cleveland, Ohio.

"Thank you, Miss Savage, for your appreciation, and may we in return extoll the excellent work which your department is doing for 'better pictures.' 'The Love Parade' with Chevalier was indeed an outstanding Paramount production, combining the elements of entertainment and artistry, while 'Devil May Care' with Ramon Novarro is a most delightful Metro-Goldwyn-Mayer romantic singing feature of much charm."

* * * *

January 19th, 1930.

Dear Miss Lewis:

We have heard through Miss Ziff of the Bellard Theatre, Bridgeburg, that the theatre in Thorold, Ontario, operated by a Mr. John Allen, claims to be using a "Brel" Theatre Sound System. Mr. Allen purchased merely a pair of synchronous turntables from us and supplied his own reproducing apparatus, which is vastly different from "Brel."

In as much as this installation is reputed to be giving poor results, we would appreciate anything you could do to correct the impression that it is a "Brel" System.

The Bellard Theatre of Bridgeburg, Ontario, which you have listed as having a Pacent Installation, has a "Brel" Sound System which is giving very satisfactory results, as Miss Ziff will be glad to assure you.

Thanking you for anything you may do for us in this matter, we are,

Yours truly,

GEORGE F. GLASER,

Gen. Mgr., Buffalo Radio Engineering Lab.,
Buffalo, N.Y.

"The publication of the above covers the issue as requested."

* * * *

February 27th, 1930.

Dear Miss Lewis:

Your letter of the 22nd received and note your remarks with reference to my father. It is very kind of you.

My sisters and myself intend keeping the business on as we have been looking after it for some time. You know it was always a family affair, and we understand it pretty thoroughly. We run silent pictures.

My brother who was associated with my father when he first started in the picture business is writing some reminiscences of the early days when dad toured the country. If this would be of any interest to you at any time I would be very glad to send it to you.

Yours sincerely,

JANE EDMONDS,

Lindsay, Ont.

"Glad to have your notes, Miss Edmonds, and hope that you and your sisters will make a great success in your showmanship enterprise."

* * * *

February 26th, 1930.

Dear Miss Lewis:

Just a word to say "Hello". I was very pleased to hear that you were still putting things over in a big way, and that you were feeling in the pink of condition.

I would like to mention that I have been appointed Manager of the Orpheum Theatre in addition to the Princess. We have just opened this week at the Princess with Northern Electric, also I can say that we are the first in Canada to show the Giant Screen, opening with the first Canadian Premier showing of Norma Talmadge in "New York Nights."

Have been playing to capacity business since the opening, and everyone is highly pleased with our new sound, and most of all the Giant Screen.

Yours very truly,

JOE LIGHTSTONE,

Manager, Princess and Orpheum Theatres,
Montreal, Que.

"Glad to hear from you, Joe, and that you are continuing to put things over in a big showmanship way in Montreal."

Academy Motion Picture Arts and Sciences

AT A MEETING of the executive committee of the Academy of Motion Picture Arts and Sciences held on February 21st, the Academy formally accepted the responsibility of administering the new minimum contract for Free Lance Artists which has been established in the Los Angeles Production District by the signing of a Basic Agreement, the signatories being the principal producing companies represented by the Association of Motion Picture Producers and several hundred recognized players. The exact number of actor signatures is not yet available because new names are being added. However, there has been no dissenting voice and the names already signed are representative of the entire acting profession in this district. Two mass meetings of screen actors approved unanimously the Contract and the Basic Agreement before it was distributed for signatures.

THE BASIC AGREEMENT makes the Minimum Contract self-enforceable. It is for five years, commencing March 1, 1930, subject to revision by procedure provided in the signed agreement. During the term of the Basic Agreement the artist signers may not participate in any strike against any producer signatory to the agreement. The clause in the Minimum Contract, providing for a twelve hour period between calls, is to stand for one year at which time the Actors Committee by a two-thirds vote may at its sole option substitute for it clauses providing for a 54 hour week. All complaints and matters of dispute between actors and producers are to be decided by a committee of five actors appointed by the Executive Committee of the Actors' Branch of the Academy. Either side of the dispute may appeal from the decision of the Actors Committee to the Conciliation Committee of the Academy composed of one representative of each Branch of the Academy, Actors, Directors, Producers, Technicians and Writers. The Conciliation Committee's decision shall be final.

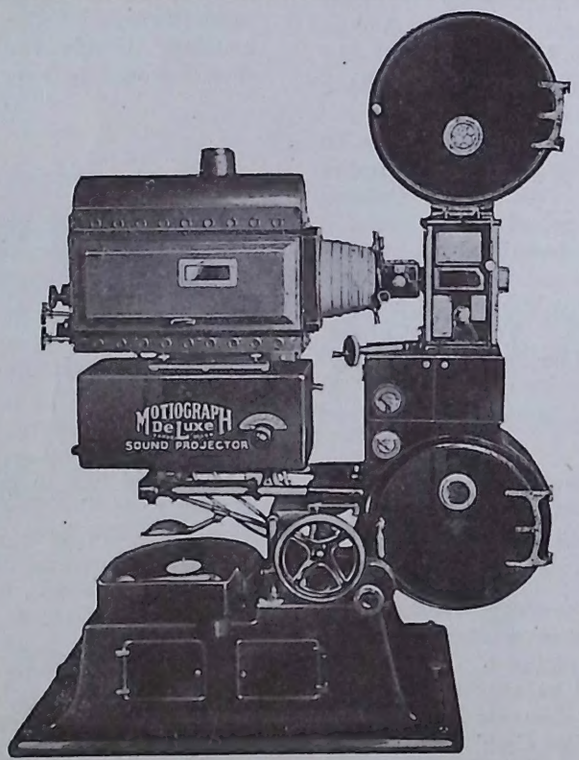
IT IS significant of the high purpose of the Academy and of the esteem in which it is held that the Producers have agreed to accept as final the decision of a committee which consists of four employees and only one employer.

In all the proceedings which resulted in the adoption of the new contract the Academy acted as a common meeting ground for mutual understanding between two of its branches, and in accepting the duties given to it under the contract the Academy becomes a perpetual peace conference at which the contract may be changed from time to time as conditions change in the Industry, and to which any matters of dispute between individuals or companies may be brought for arbitration and settlement.

OTHER functions of the Academy are to serve as an intellectual contact between the motion picture profession and the general public; to promote a better understanding of the motion picture and to recognize and improve the standard of the Arts, the Crafts and the Sciences which are essential to motion picture production.

A Thoroughly Sound Proposition!

1. A complete Track and Disc Sound Unit and latest model Motion Picture Projector in one complete unit, built in one factory.
2. Synchronous Motor, Spring Equallized Turntable. Spring Equallized 28-pound Flywheel on track sprocket shaft. Simple exciter lamp, lens unit and photo-electric cell assembly.
3. Model H Mechanism with patented Cylindrical Shutter that cuts off 62% of the heat from the film.
4. Heavy construction, long life, free from vibration.



5. Baldwin Hammond two Unit, two Circuit Amplifier. Two Amplifiers in one. Full A.C. operation, no hum or flutter. Extremely quiet and powerful.
6. Baldwin Hammond Track Amplifiers.
7. Constant Impedance Faders.
8. Baldwin Horn Type Speakers with ten foot air column. Absolutely true reproduction.
9. Service as you require it only at small cost but close to you always.
10. Delivery in March next.
11. Price, around $6,500.00.
12. Terms to responsible parties.

And it is yours as soon as you have paid for it. Worth investigating. Full particulars on request.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

Samuel R. Tyler, who recently sold his Theatres at Gull Lake, Sask.

Walter Davis Returns After Theatre Survey

(*Special to Digest from Winnipeg*)

Walter F. Davis, who has been absent from Winnipeg for several weeks on a business trip, has resumed his duties as resident manager of the RKO Capital Theatre, February 22. During his absence Mr. Davis acquainted himself with theatre activities in various big theatre centres, spending the major portion of his time however, in New York and Chicago. Despite the fact that the intact show is still in its "rompers," so to speak, it has already "clicked," according to Mr. Davis, and in many houses where vaudeville had been abandoned it has regained its feet linked up with pictures and is more popular than ever. At RKO headquarters, Mr. Davis was given ample evidence that the new plan affords vaudeville-goers a guarantee of a higher standard of entertainment.

Grand, Pembroke To Have New Name

Work has commenced on the alterations for the Grand Theatre, Pembroke, and also an announcement that when it is re-opened the name will be changed to O'Brien Theatre, recently purchased by Mr. O'Brien.

Manitoba's New Classification

A new classification of moving and talkie films used or exhibited in Manitoba theatres has been decided upon by the government of Manitoba and it has been ratified by order-in-council passed recently.

Films are now classified as "general" and "special." Those classified "general" may be shown or exhibited to the general public without restriction and shall be considered suitable for family use. Films or slides classified as "special" may be shown or exhibited to the general public, but all tickets therefore must be sold or disposed of at uniform rates. No reduction in the price can be made for children or any other class of persons.

No film or slide may be advertised until it has received its certificate of classification from the censor board and a sign bearing "general" or "special" must be displayed in the box-office of every theatre. The sign will be furnished to the theatre by the censor board.

Leonard Bishop, Manager of Capitol Theatre, Hamilton, Ont.

Pathe Will Make Thirty Specials 1930

Pathe will make thirty specials this year according to the announcement of E. B. Derr, executive vice-president in charge of production.

Ina Claire, the Pathe star, is said to receive from 1500 to 2000 manuscripts to read every year.

Are *YOU* Satisfied with *YOUR* Sound ?

A scientific analysis of your Sound troubles should interest you.

Our Sound Engineers are employed as Consultants by some of Canada's largest Theatres. They offer unbiased advice that is based on years of experience in the Power Reproduction field.

WE ARE AT YOUR SERVICE

Theatre Horns
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Baldwin International Radio Of Canada Ltd.

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Specialists in Production of 25 Cycle Power Reproducing Equipment.

Mabel Normand Succumbs To Fatal Illness

THE PASSING away of Mabel Normand, who was born in Quebec, Nov. 10th, 1894, closes the life of a player, who was among our favorites of the screen.

In her thirty-six years, much of success and tragedy have been intermingled, and perhaps it is due to her success that the tragedy element played such a conspicuous part.

The public is lavish in its adoration of those to whom it pays tribute, but it realizes that gods and goddesses have clay feet, and expects these Peacocks of Good Fortune to do as the Peacock, present only their lovely plumage, taking care that the feet are covered!

We, in Toronto, remember Mabel Normand, perhaps in her association with "Mickey" best, for that picture had a run here in a local theatre which made picture history and was the foundation of a picture fortune for those who exploited it.

The name of Charley Stevens comes back to us as having promoted this picture, and Arthur Cohen, now Managing Director of the Famous Players Canadian Corp., was at that period interested in the Exhibitors Exchange which distributed "Mickey" throughout Canada.

Mabel Normand first came into screen notice, when David Griffith gave her a chance with some small parts.

The Keystone Company was impressed with her ability and soon Mabel Normand became screen known and popular through her association with Keystone, which finally gave her a stellar career as a Mack Sennett bathing beauty.

"Keystone Mabel" is remembered, so are the comedies in which she was co-starred and featured with Roscoe Arbuckle, whom fate has marked with an indelible imprint of banishment, such as Mabel Normand experienced!

Among the most widely popular of the Mabel Normand hits were "Molly O," "Joan of Plattsburgh," "Micky" of course, and "Sis Hopkins."

Al Woods endeavored to star Mabel Normand in a farce, "The Little Mouse," but it appears that Mabel was funnier on the screen than on the stage and the show did not get a New York premiere!

The finale of her life is coupled with, shall we say, its folly? She lost prestige and position when William D. Taylor, a well-known and distinguished director was shot to death, in his bungalow, at Los Angeles, in Feb. of 1922. The evidence disclosed that Mabel Normand was the last person seen coming from his bungalow.

Mabel did not deny that she and Taylor were friends, nor of her visit to him. She did deny having any connection with the murder of Taylor, and there was a great deal of talk at the time which brought in the "dope ring" angle.

The unpleasant notoriety of the case forced Mabel Normand into seclusion for a time; and at that time also the retirement of Mary Miles Minter occurred, for she too, appeared to be involved in the legal proceedings which followed the Taylor case.

Mary Miles Minter never came back, but Mabel Normand did, until she became involved in another case, this time the evidence disclosed that Courtland S. Dines, a wealthy oil magnate, was shot in his apartment while in company with Mabel Normand and Edna Purviance. Mabel's chauffeur, Horace A. Green, admitted he had shot Dines.

After this second front page sensation, protests were made against the screen appearance of Mabel Normand, and she was forced to retire.

In 1926 she eloped with Lew Cody and was married to him at Ventura, Calif., by a Justice of the Peace, the ceremony taking place at 3 A.M.

That same year Mabel endeavored to regain her popularity on the screen, but illness and melancholia were too much for her; and she was forced to retire.

She passed away at Monrovia, near Los Angeles, in a Sanitarium where she had been confined for over a year, suffering from tuberculosis. It is said that her weight at the time of her decease was but fifty pounds. so wasted was she by her illness. At her bedside was Miss Julia Benson, her secretary. Lew Cody was himself ill at the time, but reports state he was with his wife at the time of her death.

Mabel Normand's mother and her sister, Gladys Normand, who reside at St. George, Staten Island, N.Y., chartered a private plane to fly to the coast.

Mabel Normand had youth, beauty, personality and ability. She had won a position for herself on the screen; and it looked as if she had all the gifts of the gods in her lap, but tragedy trailed her footsteps, and she hewed out a path, along which to travel, which made it easy for tragedy to catch up to her.

We regret her death, but more than this "ringing down of the final curtain," we regret the events which made her life so short and melodramatic.

Thanks--February Subscribers

Hedley Matthews, Box 644, Nelson, B.C.
L. Ernest Ouimet, Van Beuren Corporation.
Strand Theatre, Calgary, Alta.
Capitol Theatre, Paris, Ontario.
Princess Theatre, Sault Ste. Marie, Ont.
H. A. Beck, Hollywood, Calif.
Moore's Theatre, Grimsby, Ontario.
N. S. Board of Censors, Halifax, N.S.
Princess Theatre, St. Thomas, Ontario.
Delaney Theatre, Gananoque, Ontario.
Capitol Theatre, Hamilton, Ontario.
Lyric Theatre, Norwich, Ontario.
Regal Theatre, Hagersville, Ontario.
Canadian Kodak Co., Mount Dennis, Ontario.
Capitol Theatre, Peterboro, Ont.
Loews Theatre, Toronto, Ontario.
Century Theatre, Montreal, Que.
Strand Theatre, Sydney Mines, N.S.
Loews Theatre, London, Ontario.
Walkerville Theatre, Windsor, Ontario.
Capitol Theatre, Windsor, Ontario.
Exhibitors Co-Operative Society, Toronto, Ontario.
Gaiety Theatre, Collingwood, Ontario.
Princess Theatre, Montreal, Que.
Tivoli Theatre, Hamilton, Ontario.

It was announced this week by Mr. W. G. Barber, Sales Manager, of the Baldwin International Radio of Canada, Limited, that the litigation with the Vitaphone Corporation, The Tivoli Theatre, and the Famous Players Canadian Corporation, relative to the trade mark "Vitaphone" has been adjusted to their satisfaction through the purchase by the Vitaphone Corporation of Baldwin's registration of the trade mark "Vitaphone." The consideration involved was not announced.

LEASE FOR SALE

On money making house, in 3,000 population town in Western Ontario. Doing good business, silent. Owner going abroad. $3,500.00 cash.

BOX 2—CANADIAN MOVING PICTURE DIGEST

Show Business

A real split week was adopted for B. F. Keith's Theatre, Ottawa, Ont., starting February 22. The new policy adopted by Manager Joe Franklin provides two different arrangements each week, with RKO vaudeville being featured for three days at 60c top and an exclusively talking picture bill at 50c top for the other three days, a complete change of program taking place every Wednesday and Saturday.

A silent feature, "Shiraz," released in Canada by Gaumont, has been held over for a third week at the Roxy Theatre, Montreal, Charlie Lalumiere, manager, despite big wired theatres in the immediate vicinity.

The local Council of Women held a theatre night at the Embassy Theatre, Ottawa, Ont., on February 24, when Their Excellencies, the Governor-General, and Viscountess Willingdon, visited the theatre for the first time.

With the co-operation of film censor boards throughout the Dominion, the Canadian Council on Child Welfare, with headquatrers in Ottawa, has adopted the policy of issuing lists of moving pictures suitable for juvenile consumption at monthly intervals.

In 1927, the Council published a "White List" of films which were recommended for children with the intention of publishing such a list every year. The edition aroused such discussion, however, that no further "White Lists" were issued but now monthly recommendations are forthcoming.

The Princess Theatre, one of the leading downtown film houses of Montreal, has installed its second set of audien equipment within a year, the original installation having been replaced by a Western Electric set. The first was a different make. The Princess re-opened with "New York Nights." During the past 18 months there have been 211 major installations of Western Electric equipment in Canadian houses. Joe Lightstone is the manager of the Princess.

Speaker Stresses "Talkies"

(*Special to The Digest from Winnipeg*)

National temperament finds more vivid expression in the modern motion picture than in the legitimate drama, according to Mrs. Valance Patriarche, who spoke on "The Technique of the Drama and the Motion Picture," at the meeting of the Winnipeg branch, Canadian Women's Press Club, recently. Mrs. Patriarche described the plot and production of several outstanding motion pictures, typical of the nations which had made them, and expressed conviction that there was a sufficiently large group of people in Winnipeg interested in such pictures to justify some movement towards the occasional productions of such films, as in the arts theatres of other large cities.

She also traced the history of the drama from the pure tragedy of the Greeks through the gradual development of the comedy interludes to its present division in music hall entertainment and the "thought drama" of such writers as Ibsen and Shaw. With the advent of the talkies, she pointed out, in addition to comedies, a proportion of the plays of the "thought drama" class had been produced with marked success.

Theatre Usher Is Hero

(*Special to The Digest from Ottawa*)

Two days after a fire swept the balcony of the Regent Theatre, Ottawa, Ont., the house was re-opened by Manager Ray Tubman with the balcony closed to the public, the ground floor only being used. Rebuilding operations are being rushed at night. The attendance the first day was light but on succeeding days there was a frequent line-up.

An interesting feature of the fire was that the hero was an usher who was completing his last day of employment at the theatre when the fire took place. This young man, Roy Donaldson, immediately took charge of the situation, ordered all exits opened and the house lights turned on and made the announcement from the front that all patrons were to leave. Incidentally, he did not use the word "Fire." On the report that a child was missing, he made his way into the blazing balcony, and was carried out by the firemen when he collapsed on the stairs.

Pictures Not Harmful

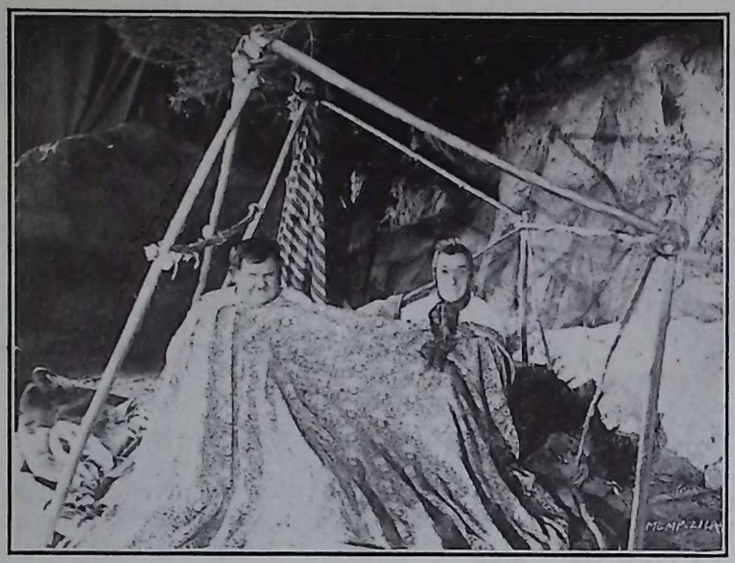
(*Special to Digest from Winnipeg*)

T. A. D. Bevington, chairman of the Winnipeg board of film censors, speaking on "Education in Pictures" this week said there are not many educational pictures made, as the public will not patronize the theatre which shows animal life in Africa or India; they would far sooner see pictures that involve the life of people. The best way to have children see educational pictures is to have a small machine installed in the school.

Speaking of young children seeing pictures that are not suitable Mr. Bevington said that the average child soon forgets the nature of the picture, therefore it is of little harm to them. This class of pictures are advertised as not suitable to children, and a notice is put up at the entrance of the theatre to that effect. Children, however, may see them unaccompanied by parents or guardians if they pay adult prices. The average child very seldom pays adult prices to see any motion picture, he said.

It is more difficult to censor a picture than the average person realizes, Mr. Bevington said, because when you cut the film role in the "talkie" picture you have to cut out the words and music, and this is practically impossible in an equipment that has the sound on records. On a film that has the sound attached to it there is not the same difficulty. When all the censor boards in the country continue to reject a certain class of unsuitable pictures the producers will turn out pictures that will not need to be cut, he said. The censor board disapproves of pictures for other reasons as well as morals, such as a picture screened that is not true to nature, he concluded.

Round About the Studios



Stan Laurel and Oliver Hardy supplying the comedy-relief in Lawrence Tibbett's first all-talking picture, "The Rogue Song," for Metro-Goldwyn-Mayer.

Billy Barty, the most capricious little two-year-old that ever passed a voice test, has a prominent role in the new Educational-Lloyd Hamilton Talking Comedy, titled "Follow The Swallow." Ruth Hiatt appears for the third time as Lloyd Hamilton's leading lady in his talking comedies.

Metro-Goldwyn-Mayer has purchased screen rights to Eddie Cantor's book, "Caught Short." This facetious narrative of market speculation has up to the present time sold in excess of 150,000 copies. It was published by Simon and Schuster.

Those fans who missed seeing Harold Lloyd in his first comedy, "Just Nuts," may see a glimpse of this gem in Pathe Audio Review.

Nella Walker has been added to the cast of "Smooth As Satin," Bebe Daniels' third Radio starring picture. Ben Lyon plays opposite the star. Others in the cast include Robert Emmet O'Connor, Betty Pierce and Charles Giblin. George Archainbaud is directing this talking opus adapted from "The Chatterbox," stage play by Bayard Veiller.

Tiffany announces that "The Medicine Man," being directed by Percy Pembroke, is now in the course of production at their Hollywood studios. Jack Benny has been engaged to play the title role, with Betty Bronson playing opposite him. Eva Novak, who was a favorite in the silent movies, has also been engaged to play the Swede girl in the picture. "The Medicine Man" is taken from the stage play of the same name by Elliott Lester and was adapted for the screen by Ladye Horton and Eve Unsell. It relates the misadventures of a philandering medicine show proprietor among the belles of small towns.

The dialogue for John Boles' next starring vehicle, "Moonlight Madness," is being completed by Tom Reed. "Moonlight Madness" will go into production at Universal City as soon as John Boles has finished with the re-takes on "La Marseillaise," in which he is co-starred with Laura La Plante.

Abe Lyman and his famous orchestra has been signed by Metro-Goldwyn-Mayer to appear in "Good News" which Edgar MacGregor and Nick Grinde are co-directing.

Bodil Rosing, famous in Hollywood as having played mother to the greatest number of stars, has been signed by Universal also to play a mother. She will be the mother of the hero, Paul Baumer, in "All Quiet on the Western Front," now under production at Universal City.

Mary Astor and Lloyd Hughes, one of the most popular "teams" of silent films, are to be re-united on the talking screen. They will appear in a talkie together for the first time in "Cooking Her Goose," a scintillating comedy-romance adapted from H. H. Van Loan's stage play, according to an announcement by William Le Baron, vice president in charge of production of Radio Pictures.

Eddie Quillan's next Pathe picture, a sequel to "The Sophomore," is being written by Russell Medcraft, author of stage comedy successes.

"Sunny Side Up," starring Janet Gaynor and Charles Farrell and written for Fox Movietone by De Sylva, Brown and Henderson, has established its most remarkable long run record in Christ Church, New Zealand. The fact that it broke all existing records with its four week run and is still going strong in a town of only 80,000 population is what makes the record somewhat of a sensation, according to Clayton Sheehan, general foreign manager for Fox Films.

Laura La Plante gets another plum. Carl Laemmle, Jr., has just assigned to her the famous Helen MacKellar role in "The Storm," that of Manette. Langdon McCormick's famous stage play will go into production this week at Universal City under the direction of William Wyler. William Boyd, who played Sergeant Quirt in the stage production of "What Price Glory," and Paul Cavanaugh are the others assigned to the cast.

"A Lady to Love" has been selected as the final title of Vilma Banky's starring picture for Metro-Goldwyn-Mayer, formerly known as "Sunkissed." This film has been directed by Victor Seastrom and is based on an original story by Sidney Howard. In the supporting cast are two well-known New York stage players, Edward G. Robinson and Robert Ames.

Forbes Randolph's Kentucky Singers have been signed by Tiffany to do six two-reel pictures instead of two, as previously announced.

William Boyd, currently appearing in "Officer O'Brien," will soon start a talking version of "The Last Frontier" for Pathe.

Dorothy Revier and David Newell, in a scene from Columbia's all-talking mystery, "Murder On The Roof."

WHEN THEY MAKE CUTER

GIRLS

. . . although admittedly the fascinating young beauties of such Pathe comedies as "After the Show," "Night in a Dormitory," "Rubeville Night Club" and numerous others are cute enough right now . . .

IMPROVE ON PRESENT-DAY

SONG

. . . although the singing stars and hot Broadway jazz bands in "Wednesday at the Ritz," "Gentlemen of the Evening," the Rubeville comedies and others are just about the best musical talent available . . .

INVENT BIGGER AND BETTER

LAFFS

. . . although the humor in Pathe comedies, as in "His Birthday Suit," "Crosby's Corners," "Syncopated Trial," "Her Hired Husband" and others is audience-tested and chock full of riotous laughter . . .

THEN—AS NOW—YOU'LL SEE

PATHE

THE KING OF COMEDIES

Distributed in Canada by REGAL FILMS LIMITED

The Grand Parade

A Mighty Spectacular Epic of the Old Time Minstrel Life

Powerful Drama!

Marvelous Acting!

With Helen Twelvetrees and Fred Scott

All Music
All Sound
All Dialogue

PATHE

Distributed in Canada by

Regal Films Ltd.

Toronto, Montreal,
St. John, Winnipeg
Calgary, Vancouver

Says Pete Harrison

"One of the most powerful dramas produced for a long time. There are times when it is hard for the spectator to suppress his emotions. * * * * * The scenes where the heroine upbraids her husband and tells him that she would rather kill her child than allow it to come into this world is one of the most powerful seen in pictures since moving pictures have come into being. There are other powerfully dramatic situations all the way through. Helen Twelvetrees, as the heroine, does marvelous acting. I doubt if there is another screen actress that would have made the part more realistic. Fred Scott, too, does good work; he has a good voice and in his part as a minstrel he does good singing. Everyone in the cast, in fact, does good work. The story is by Edmund Goulding; it was directed skillfully by Fred Newmeyer. The tone quality is excellent, the lines all being clear."

HARRISON'S REPORTS

"The Grand Parade in this case is going to be a parade of customers to the box-offices, for this picture is a natural, made-to-order-hit."

ARTHUR JAMES in Exhibitors Daily Review